

## ***Analytics – Entry and Exit Pages***

The Entry Page is where a visitor first arrived on your website. Your 'Home' page is not always the first page people will reach, especially if they have found you through a search engine. By knowing the most common Entry Pages, you can ensure that these pages contain the most valuable content and clear navigation through to your call to action.

The Exit Page is the last page a person visited before they left your website. There is usually an ideal page that you would like a visitor to reach, such as the page with your contact details, or a 'Thank You' page following a purchase or sign up. Knowing the most common Exit Pages will allow you to see what is working, or where there is a barrier to people completing your ideal process, which you can then address.

### ***My Entry Page data:***

Have a look at your Entry Page data. What are the three main Entry Pages?

.....  
.....  
.....

Now look at these pages on your website. Is what your company does immediately obvious on this page? Yes  No

Do these pages contain the valuable content that you want people to see as their first introduction to your company? Yes  No

Is there a testimonial on these pages? Yes  No

### ***My Exit Page data:***

What do you ideally want your Exit Page to be? .....

Is this showing as your main Exit Page? Yes  No

If no, what page is? .....

What is on this page? .....

Is this a good page to exit (contains contact information or a sign up) or not (pre-payment)?

If it's not a good page, what could be the barrier that is moving them away from your website at this point? .....

